WHAT IS CLAIMED IS:

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1. A method for treating cancer of the bladder comprising:

contacting the luminal surface of the bladder with a pretreatment composition comprising a transduction enhancing agent; and

subsequently contacting the luminal surface of the bladder with a composition comprising an oncolytic virus;

wherein the transduction enhancing agent is a mono-, di-, or polysaccharide having a lipophilic substituent.

- 2. The method of Claim 1, wherein the transduction enhancing agent is a di-saccharide having a lipophilic substituent.
- 3. The method of Claim 1, wherein the transduction enhancing agent is a di-saccharide having a lipophilic substituent and wherein the di-saccharide is selected from the group consisting of sucrose, lactose, maltose, isomaltose, trehalose and cellobiose.
- 4. The method of Claim 1, wherein the transduction enhancing agent has the following general formula (I) or the following general formula (II):

$$R^2OH_2C$$
 HO
 OH
 X
 R^1
(II)

wherein X is a sulfur or oxygen atom, each R² is independently hydrogen or a moiety represented by:

and R1 represents an alkyl or alkenyl group.

5. The method of Claim 1, wherein the transduction enhancing agent hasthe chemical formula:

wherein n is a positive integer.

- 6. The method of Claim 5, wherein n is 11 or greater.
- 7. The method of Claim 5, wherein n is 11.
- 8. The method of Claim 7, wherein the pretreating composition comprises about 0.02 to about 0.5 % by weight of the transduction enhancing agent.
 - 9. The method of Claim 1, wherein the transduction enhancing agent has the chemical formula:

wherein n is a positive integer.

- 10. The method of Claim 9, wherein n is 6 or greater.
- 11. The method of Claim 9, wherein n is 6.
- 12. The method of Claim 11, wherein the pretreatment composition comprises about 0.1 % by weight of the transduction enhancing agent.
- 5 13. The method of Claim 1, wherein the oncolytic virus is an oncolytic adenovirus.
 - 14. The method of Claim 13, wherein the oncolytic adenovirus is CG8840.
 - 15. The method of Claim 13, wherein the oncolytic virus composition further comprises a chemotherapeutic agent.
 - 16. The method of Claim 15, wherein the chemotherapeutic agent is docetaxel.

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- 17. The method of Claim 1, wherein contacting the luminal surface of the bladder with a composition comprising an oncolytic virus comprises delivering about 50 to about 500 ml of the oncolytic virus composition to the bladder by instillation.
- 18. The method of Claim 1, wherein the oncolytic virus composition comprises from about 1×10^{11} to about 1×10^{14} viral particles.
- 19. The method of Claim 1, wherein contacting the luminal surface of the bladder with a pretreatment composition comprises delivering the pretreatment composition to the bladder by instillation.
- 20. The method of Claim 1, further comprising washing the luminal surface of the bladder after contact with the pretreatment composition and before contact with the oncolytic virus composition.

- 21. The method of Claim 1, wherein the pretreatment composition is contacted with the luminal surface of the bladder for about 5 minutes.
- 22. The method of Claim 1, wherein the pretreatment composition further comprises an oxidizing agent.
- 23. The method of Claim 22, wherein the oxidizing agent is selected from the group consisting of hypochlorous acid, hydrogen peroxide, and peroxyacetic acid.
 - 24. The method of Claim 1, wherein the lipophilic substituent comprises an alkane group.
 - 25. The method of Claim 1, wherein the lipophilic substituent is an alkanoic acid residue.

26. The method of Claim 1, wherein the transduction enhancing agent has the chemical formula:

where $R^{1}% =\left\{ 1,...,N_{n}\right\} =\left\{ 1,...,N_{n}$

15 27. The method of Claim 26, wherein R¹ is represented by:

$$H_3C$$
 \leftarrow $\begin{pmatrix} H \\ I \\ I \end{pmatrix}_{10}$

- 28. A method for treating cancer of the bladder comprising:

 contacting the luminal surface of the bladder with a pretreatment
 composition comprising about 0.01 to about 0.2 % by weight sodium
 oxychlorosene; and
- subsequently contacting the luminal surface of the bladder with a composition comprising an oncolytic virus.
 - 29. The method of Claim 28, wherein the pretreatment composition comprises from about 0.01 to about 0.1 % by weight sodium oxychlorosene.
- 30. The method of Claim 28, wherein the oncolytic virus is an oncolytic adenovirus.
 - 31. The method of Claim 30, wherein the oncolytic adenovirus is CG8840.
 - 32. The method of Claim 30, wherein the oncolytic virus composition further comprises a chemotherapeutic agent.
 - 33. The method of Claim 32, wherein the chemotherapeutic agent is docetaxel.

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- 34. The method of Claim 28, wherein the oncolytic virus composition comprises from about 1 x 10^{11} to about 1 x 10^{14} viral particles.
- 35. The method of Claim 28, further comprising washing the luminal surface of the bladder after contact with the pretreatment composition and before contact with the oncolytic virus composition.

36. A method of treating cancer of the bladder comprising:

contacting the luminal surface of the bladder with a pretreatment

composition comprising a transduction enhancing agent having a structure

represented by the chemical formula:

5 wherein x and y are positive integers; and

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subsequently contacting the luminal surface of the bladder with a composition comprising an oncolytic virus.

- 37. The method of Claim 36, wherein x is 6 and y is 8 10.
- 38. The method of Claim 37, wherein the pretreatment composition comprises about 0.02 to about 0.5 wt.% of the transduction enhancing agent.
 - 39. The method of Claim 36, wherein the oncolytic virus is an oncolytic adenovirus.
 - 40. The method of Claim 39, wherein the oncolytic adenovirus is CG8840.
- 41. The method of Claim 39, wherein the oncolytic virus composition

 further comprises a chemotherapeutic agent.
 - 42. The method of Claim 41, wherein the chemotherapeutic agent is docetaxel.
 - 43. The method of Claim 36, wherein the pretreatment composition further comprises an oxidizing agent.

- 44. The method of Claim 43, wherein the oxidizing agent is selected from the group consisting of hypochlorous acid, hydrogen peroxide, and peroxyacetic acid.
 - 45. A method of treating cancer of the bladder comprising:

contacting the luminal surface of the bladder with a pretreatment composition comprising a transduction enhancing agent having a structure represented by the following general formula (I) or the following general formula (II):

$$H = \begin{bmatrix} H \\ I \\ I \\ C \\ I \\ H \end{bmatrix}_{X} O = SO_{3}^{-} Na^{+}$$
 (I)

$$H = \begin{bmatrix} H & & & \\ I & & \\ X & & \\ \end{bmatrix} \times SO_3^{-} Na^{+} \tag{II}$$

wherein x is a positive integer; and

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subsequently contacting the luminal surface of the bladder with a composition comprising an oncolytic virus.

- 46. The method of Claim 45, wherein x is 11.
- 47. The method of Claim 46, wherein the transduction enhancing agent has a structure represented by the general formula (I).
- 48. The method of Claim 47, wherein the pretreatment composition comprises about 0.1 wt.% of the transduction enhancing agent.
 - 49. The method of Claim 46, wherein the transduction enhancing agent has a structure represented by the general formula (II).

- 50. The method of Claim 49, wherein the pretreatment composition comprises about 0.2 wt.% of the transduction enhancing agent.
- 51. The method of Claim 45, wherein the oncolytic virus is an oncolytic adenovirus.
 - 52. The method of Claim 51, wherein the oncolytic adenovirus is CG8840.
- 53. The method of Claim 51, wherein the oncolytic virus composition further comprises a chemotherapeutic agent.
- 54. The method of Claim 53, wherein the chemotherapeutic agent is docetaxel.
- 55. The method of Claim 45, wherein the pretreatment composition further comprises an oxidizing agent.
 - 56. The method of Claim 55, wherein the oxidizing agent is selected from the group consisting of hypochlorous acid, hydrogen peroxide, and peroxyacetic acid.
- 57. A composition comprising:

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a transduction enhancing agent; and

an oncolytic virus;

wherein the transduction enhancing agent is a mono-, di-, or polysaccharide having a lipophilic substituent.

58. The composition of Claim 57, wherein the transduction enhancing agent is a compound having the following general formula (I) or the following general formula (II):

$$R^2OH_2C$$
 HO
 OH
 X
 R^1
(II)

wherein X is a sulfur or oxygen atom, each R² is independently hydrogen or a moiety represented by:

and R¹ represents an alkyl or alkenyl group.

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- 59. The composition of Claim 57, wherein the oncolytic virus is an oncolytic adenovirus.
- 60. The composition of Claim 57, wherein the oncolytic adenovirus is CG8840.
- 61. The composition of Claim 57, further comprising a chemotherapeutic agent.
- 10 62. The composition of Claim 61, wherein the chemotherapeutic agent is docetaxel.
 - 63. A method for treating cancer of the bladder comprising contacting the luminal surface of the bladder with the composition of Claim 57.

- 64. A composition comprising sodium oxychlorosene and an oncolytic virus.
- 65. The composition of Claim 64, wherein the oncolytic virus is an oncolytic adenovirus.
- 5 66. The composition of Claim 64, wherein the oncolytic adenovirus is CG8840.
 - 67. The composition of Claim 64, further comprising a chemotherapeutic agent.
- 68. The composition of Claim 67, wherein the chemotherapeutic agent is docetaxel.
 - 69. The composition of Claim 64, wherein the composition comprises about 0.01 to about 0.4 % by weight sodium oxychlorosene
 - 70. The composition of Claim 64, wherein the composition comprises about 0.01 to about 0.2 % by weight sodium oxychlorosene.
 - 71. A method for treating cancer of the bladder comprising contacting the luminal surface of the bladder with the composition of Claim 64.
 - 72. A method for treating cancer of the bladder comprising:

 contacting the luminal surface of the bladder with a pretreatment

 composition comprising a transduction enhancing agent; and

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subsequently contacting the luminal surface of the bladder with a composition comprising an oncolytic virus;

wherein the transduction enhancing agent has the following general formula (I) or the following general formula (II):

wherein X is a sulfur or oxygen atom, each R^2 is independently hydrogen or a moiety represented by:

and R1 represents an alkyl or alkenyl group; and

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wherein the luminal surface of the bladder is contacted with the pretreatment composition for at least 10 minutes.

- 73. The method of Claim 72, wherein R¹ comprises at least 12 carbon atoms.
 - 74. The method of Claim 72, wherein each R² is hydrogen.
- 75. The method of Claim 72, wherein the transduction enhancing agent has the chemical formula:

wherein n is a positive integer.

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- 76. The method of Claim 75, wherein n is 11 or greater.
- 77. The method of Claim 75, wherein n is 11.
- 78. The method of Claim 77, wherein the pretreating composition comprises about 0.025 to about 0.4 % by weight of the transduction enhancing agent.
 - 79. The method of Claim 72, wherein the luminal surface of the bladder is contacted with the pretreatment composition for at least 20 minutes.
- 80. The method of Claim 79, wherein the luminal surface of the bladder is contacted with the composition comprising the oncolytic virus for 15 minutes or less.
 - 81. The method of Claim 79, wherein the luminal surface of the bladder is contacted with the composition comprising the oncolytic virus for 10 minutes or less.
 - 82. The method of Claim 72, wherein the transduction enhancing agent has the chemical formula:

wherein n is a positive integer.

83. The method of Claim 72, wherein the oncolytic virus is an oncolytic adenovirus.

- 84. The method of Claim 83, wherein the oncolytic adenovirus is CG8840.
- 85. The method of Claim 72, wherein the oncolytic virus composition comprises at least 4×10^{10} viral particles.
- 86. The method of Claim 72, wherein the transduction enhancing agent has
 the chemical formula:

where R¹ represents an alkyl or alkenyl group.

87. The method of Claim 86, wherein R¹ is represented by:

$$H_3C$$
 \leftarrow $\begin{pmatrix} H \\ C \\ H \end{pmatrix}_{10}$

10 88. A method of treating cancer of the bladder comprising:

contacting the luminal surface of the bladder with a pretreatment composition comprising a transduction enhancing agent having a structure represented by the following general formula (I) or the following general formula

(II):

$$H = \begin{pmatrix} H \\ C \\ H \end{pmatrix}_{x} O \longrightarrow SO_{3} \cdot Na^{+}$$
 (I)

$$H \longrightarrow \begin{bmatrix} H \\ C \\ H \\ C \\ C \end{bmatrix}$$

$$SO_3 \cdot Na^+$$
(II)

wherein x is a positive integer; and

subsequently contacting the luminal surface of the bladder with a composition comprising an oncolytic virus;

wherein x is at least 11; and

wherein the oncolytic virus composition comprises at least 4×10^{10} viral particles.

- 89. The method of Claim 88, wherein x is 11.
- 90. The method of Claim 89, wherein the transduction enhancing agent has a structure represented by the general formula (I).
- 91. The method of Claim 90, wherein the pretreatment composition comprises about 0.1 wt.% of the transduction enhancing agent.
 - 92. The method of Claim 88, wherein the oncolytic virus is an oncolytic adenovirus.
 - 93. The method of Claim 92, wherein the oncolytic adenovirus is CG8840.
- 15 94. A composition comprising:

a transduction enhancing agent; and

an oncolytic virus;

wherein the transduction enhancing agent has a structure represented by the following general formula (I) or the following general formula (II):

$$H - \begin{matrix} H \\ C \\ H \end{matrix} \qquad \begin{matrix} H \\ C \\ C \\ H \end{matrix} \qquad O - SO_3 \qquad Na^+$$
 (I)

$$H = \begin{bmatrix} H & & & \\ I &$$

wherein x is a positive integer; and

wherein the concentration of the transduction enhancing agent is less than 0.025 wt/% of the composition.

95. A method for treating cancer of the bladder comprising contacting a
 luminal surface of the bladder with the composition of Claim 94.